UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
Address: COMMISSIONER FOR PATENTS
P.O. Box 1450
Alexandria, Virginia 22313-1450
www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/895,495	06/28/2001	Denison W. Bollay	D-1535	8143

49147	7590	06/29/2006		

OWEN L. LAMB
P.O. BOX 386
PRESCOTT, AZ   86302-0386

EXAMINER
BOVEJA, NAMRATA

ART UNIT	PAPER NUMBER
3622	

DATE MAILED: 06/29/2006

Please find below and/or attached an Office communication concerning this application or proceeding.

	Application No.	Applicant(s)
Office Action Summary	09/895,495	BOLLAY, DENISON W.
	Examiner	Art Unit	
	Namrata Boveja	3622	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE **3** MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133).
  Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1)☒ Responsive to communication(s) filed on *24 April 2006*.

2a)☐ This action is **FINAL**.   2b)☒ This action is non-final.

3)☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4)☒ Claim(s) *1-6 and 8-20* is/are pending in the application.

    4a) Of the above claim(s) _____ is/are withdrawn from consideration.

5)☐ Claim(s) _____ is/are allowed.

6)☒ Claim(s) *1-6 and 8-20* is/are rejected.

7)☐ Claim(s) _____ is/are objected to.

8)☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9)☐ The specification is objected to by the Examiner.

10)☒ The drawing(s) filed on *28 June 2001 and 18 September 2001* is/are: a)☒ accepted or b)☐ objected to by the Examiner.

    Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

    Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

11)☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12)☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

    a)☐ All   b)☐ Some * c)☐ None of:

      1.☐ Certified copies of the priority documents have been received.

      2.☐ Certified copies of the priority documents have been received in Application No. _____.

      3.☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

    * See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1)☒ Notice of References Cited (PTO-892)

2)☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)

3)☐ Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)
    Paper No(s)/Mail Date _____.

4)☐ Interview Summary (PTO-413)
    Paper No(s)/Mail Date. _____ .

5)☐ Notice of Informal Patent Application (PTO-152)

6)☐ Other: _____.

DETAILED ACTION

1.   This Office Action is responsive to the Correspondence dated 04/24/2006.

2.   Claims 1-6 and 8-20 are presented for examination. Claim 7 has been cancelled.

3.   Prosecution on the merits of this application is reopened on claims 1-6 and 8-20 considered unpatentable for the reasons indicated below: the claimed invention is obvious in view Boyd et al Patent Number 6,112,238 (hereinafter Boyd), the Article titled "Computers Maps at Your Fingertips," by Lou Dolinar, published in Newsday on August 21, 1990 (hereinafter Dolinar), and Blake et al Patent Number 5,752,264 (hereinafter Blake).

Claim Rejections - 35 USC § 101

4.   35 U.S.C. 101 reads as follows:

Whoever invents or discovers any new and useful process, machine, manufacture, or composition of matter, or any new and useful improvement thereof, may obtain a patent therefor, subject to the conditions and requirements of this title.

Claim 1 is rejected under 35 U.S.C. 101, because the claimed invention is directed to a non-statutory subject matter that is non-functional descriptive material. Descriptive material that cannot exhibit any functional interrelationship with the way in which computing processes are performed does not constitute a statutory process, machine, manufacture or composition of matter. Certain types of descriptive material, such as a contract, music, literature, art, photographs, and mere arrangements or compilations of facts or data such as "a per-advertiser data subset" and "a per-site data subset", are merely stored so as to be read or outputted by a computer without creating

any functional interrelationship, either as part of the stored data or as part of the

computing processes performed by the computer, where such descriptive material

alone does not impart functionality either to the data as so structured, or to the

computer. Such "descriptive material" including data such as "a per-advertiser data

subset" and "a per-site data subset" is not a process, machine, manufacture, or

composition of matter is therefore non-statutory.

Claim Rejections - 35 USC § 112

5.   The following is a quotation of the second paragraph of 35 U.S.C. 112:

The specification shall conclude with one or more claims particularly pointing out and

distinctly claiming the subject matter, which the applicant regards as his invention.

Claims 12, 13, and 16, are rejected under 35 U.S.C. 112, second paragraph, as

being indefinite for failing to particularly point out and distinctly claim the subject matter

which applicant regards as the invention. The use of the term "information includes"

and "data including" renders the claims indefinite, since alternative expressions are

permitted if they present no uncertainty or ambiguity with respect to the question of

scope or clarity of the claims. One acceptable form of alternative expression, which is

commonly referred to as a Markush group, recites members as being "selected from the

group consisting of A, B and C." See Ex parte Markush, 1925 C.D. 126 (Comm'r Pat.

1925). Ex parte Markush sanctions claiming a genus expressed as a group consisting

of certain specified materials. Inventions in metallurgy, refractories, ceramics,

pharmacy, pharmacology and biology are most frequently claimed under the Markush

formula, but purely mechanical features or process steps may also be claimed by using

Markush style of claiming. See Ex parte Head, 214 USPQ 551 (Bd. App. 1981); In re

Gaubert, 524 F.2d 1222, 187 USPQ 664 (CCPA 1975); and In re Harnisch, 631 F.2d

716, 206 USPQ 300 (CCPA 1980). It is improper to use the term "comprising" instead of

"consisting of." Ex parte Dotter,12 USPQ 382 (Bd. App. 1931). The claim should be

corrected to recite "information consisting of" and "data consisting of." This

interpretation of "information consisting of" and "data consisting of" in the claim is used

in addressing the claim for the prior art rejections.

Claim Rejections - 35 USC § 103

6.   The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all

obviousness rejections set forth in this Office action:

> (a) A patent may not be obtained though the invention is not identically disclosed or described as
> set forth in section 102 of this title, if the differences between the subject matter sought to be
> patented and the prior art are such that the subject matter as a whole would have been obvious
> at the time the invention was made to a person having ordinary skill in the art to which said
> subject matter pertains. Patentability shall not be negatived by the manner in which the invention
> was made.

7.   Claims 1-6 and 8-20 are rejected under 35 U.S.C. 103(a) as being unpatentable

over Boyd Patent Number 6,112,238 (hereinafter Boyd) in view of the Article titled

"Computers Maps at Your Fingertips," by Lou Dolinar, published in Newsday on August

21, 1990 (hereinafter Dolinar), and further in view of Blake et al Patent Number

5,752,264 (hereinafter Blake).

In reference to claim 1, Boyd teaches for use with the Internet, a system

comprising: a communication network; an ad server; an information provider; and, an

advertising display server; said ad server, information provider and advertising display

server being connected to said communication network (abstract, col. 2 lines 32-38, col.

3 lines 33-41 and lines 62-66, col. 4 lines 34-67, and Figure 1); said ad server having

stored therein a visitor's IP address (col. 6 lines 35-36), and other visitor-related

information (col. 4 lines 49-col. 5 lines 17 and Figures 3A and 4), said information

provider having stored therein a visitor's geographical location (i.e. city and state

information) (col. 5 lines 11-17, col. 6 lines 47-62, col. 7 lines 9-28, and Figures 3A and

4).

Boyd does not teach the information provider storing the latitude and longitude

coordinates of a visitor's geographical location. Dolinar teaches translating address

information into coordinates of latitude and longitude (page 1 lines 1-5 and page 2 lines

25-29). It would have been obvious to a person of ordinary skill in the art at the time of

the applicant's invention to include the use of latitude and longitude coordinates for

indicating a visitor's geographical location to enable the advertisers to determine the

precise locations and to establish trends among location data that can be leveraged in

business opportunities. For example, if you have opened up a deli and want to send out

a flyer to people living within a 1 mile radius of the deli, you can plot the longitude and

latitude coordinates of the deli on a map, and draw a 1 mile circle around it, and then

the graphic information system will provide will give you the list of names and addresses

within that circle that can be turned into mailing labels.

Boyd also does not teach said advertising display server having stored in two

caches, data subsets separated from data collected from said ad server and said

information provider, a first of said caches having stored therein a per-advertiser data

subset, a second of said caches having stored therein a per-site data subset. Blake

teaches storing data in two caches to save time by reducing the access required to the

memory bus and to increase storage capacity by reducing redundancy (abstract and

col. 3 lines 1-67). It would have been obvious to a person of ordinary skill in the art at

the time of the applicant's invention to include the use of two caches for storing per-

advertiser and per-site data subsets to enable the quick retrieval of information for the

advertiser and the site manager, since they both may desire to view some different and

some overlapping data. For example, a website administrator for GEindustrial.com may

want to know how many new users signed up on the site and the number of hits

received by a banner ad posted on the webpage. On the other hand, the advertiser, in

this case a product group owner in GE, may want to know how many hits his banner ad

received, which customer segment accessed the advertisement most frequently, how

long did the user stay on the site, and how many hits turned into leads as determined by

the user filling out an request for information form. So, the two parties in this case may

want to gain access to some different and some overlapping information about the

users, and if that information is stored in two caches can be accessed quickly and can

help reduce redundancy.

8.   In reference to claim 2, Boyd teaches the system wherein said advertising

display server has stored therein a site-viewpoint applet and an advertiser-viewpoint

applet, each applet capable of processing a data subset to display on a web page as

graphs according to geographical locations of Internet visitors (col. 5 lines 11-25 and

Figures 4 and 5). Boyd does not specifically teach displaying the data and indicia on a

map. Dolinar teaches translating address information into coordinates of latitude and

longitude and plotting this information on a map (page 1 lines 1-5 and page 2 lines 25-29). It would have been obvious to a person of ordinary skill in the art at the time of the applicant's invention to plot the geographical information of a visitor's geographical location on a map to enable the advertisers to determine the precise locations and to establish trends among location data that can be leveraged in business opportunities. For example, if you have opened up a deli and want to send out a flyer to people living within a 1 mile radius of the deli, you can plot the longitude and latitude coordinates of the deli on a map, and draw a 1 mile circle around it, and then the graphic information system will provide will give you the list of names and addresses within that circle that can be turned into mailing labels.

9.   In reference to claim 3, Boyd teaches feeding data subsets for display (col. 5 lines 11-25). Boyd does not teach selectively feeding data subsets from two different caches. Blake teaches storing data in two caches to save time by reducing the access required to the memory bus and to increase storage capacity by reducing redundancy (abstract and col. 3 lines 1-67). It would have been obvious to a person of ordinary skill in the art at the time of the applicant's invention to include the use of two caches for storing per-advertiser and per-site data subsets to enable the quick retrieval of information for the advertiser and the site manager, since they both may desire to view some different and some overlapping data. For example, a website administrator for GEindustrial.com may want to know how many new users signed up on the site and the number of hits received by a banner ad posted on the webpage. On the other hand, the advertiser, in this case a product group owner in GE, may want to know how many hits

his banner ad received, which customer segment accessed the advertisement most

frequently, how long did the user stay on the site, and how many hits turned into leads

as determined by the user filling out an request for information form. So, the two parties

in this case may want to gain access to some different and some overlapping

information about the users, and if that information is stored in two caches can be

accessed quickly and can help reduce redundancy.

10.   In reference to claims 4 and 9, Boyd teaches feeding data for the purpose of

graphing the data (col. 5 lines 11-25). Boyd does not specifically teach including a

mapping component in the fed data that displays each visitor's location on a map by

plotting indicia at latitude/longitude coordinates on the map. Dolinar teaches translating

address information into coordinates of latitude and longitude and plotting this

information on a map (page 1 lines 1-5 and page 2 lines 25-29). It would have been

obvious to a person of ordinary skill in the art at the time of the applicant's invention to

plot the geographical information of a visitor's geographical location on a map to enable

the advertisers to determine the precise locations and to establish trends among

location data that can be leveraged in business opportunities. For example, if you have

opened up a deli and want to send out a flyer to people living within a 1 mile radius of

the deli, you can plot the longitude and latitude coordinates of the deli on a map, and

draw a 1 mile circle around it, and then the graphic information system will provide will

give you the list of names and addresses within that circle that can be turned into

mailing labels.

11.   In reference to claims 5, 10, 14, and 17, Boyd does not teach the system wherein

a visual characteristic of an indicium is changed in proportion to the number of Internet visitors from the same geographical location. Dolinar teaches translating address information into coordinates of latitude and longitude and plotting this information on a map (page 1 lines 1-5 and page 2 lines 25-29). It is inherent in Dolinar that a visual characteristic of an indicium (i.e. a dot on the map in this case) is changed in proportion to the number of Internet visitors, since an additional dot will be plotted for each additional visitor where the dots can overlap if the visitors are from the same geographical location. It would have been obvious to a person of ordinary skill in the art at the time of the applicant's invention to plot the geographical information of a visitor's geographical location on a map and to change characteristic of an indicium in proportion to the number of Internet visitors from the same geographical location to enable the advertisers to determine the precise locations and to establish trends among location data that can be leveraged in business opportunities. For example, if you have opened up a deli and want to send out a flyer to people living within a 1 mile radius of the deli, you can plot the longitude and latitude coordinates of the deli on a map, and draw a 1 mile circle around it, and then the graphic information system will provide will give you the list of names and addresses within that circle that can be turned into mailing labels and these people may be indicated by overlapping dots on the map to show that they live very close to each other (i.e. in a 1 mile radius).

12.   In reference to claims 6, 11, 15, and 18, Boyd does not teach the system wherein, said indicium is a spot on the map that varies in at least one of color, size and intensity. Dolinar teaches translating address information into coordinates of latitude

and longitude and plotting this information on a map (page 1 lines 1-5 and page 2 lines

25-29) and drawing a circle on the map (i.e. a spot on the map) to show a 1-mile radius

(page 2 lines 30-33). It is inherent in Dolinar that a circle drawn to indicate a 1-mile

radius would be smaller than a circle drawn to indicate a 2-mile radius. It would have

been obvious to a person of ordinary skill in the art at the time of the applicant's

invention to plot the geographical information of a visitor's geographical location on a

map and to use an indicium of variable size to enable the advertisers to determine the

precise locations and to establish trends among location data that can be leveraged in

business opportunities. For example, if you have opened up a deli and want to send out

a flyer to people living within a 1 mile radius of the deli, you can plot the longitude and

latitude coordinates of the deli on a map, and draw a 1 mile circle around it, and then

the graphic information system will provide will give you the list of names and addresses

within that circle that can be turned into mailing labels, and if you draw a 2 mile radius,

the circle will appear larger on your screen and will probably include a larger list of

names and addresses.

13.   In reference to claim 8, Boyd teaches a method of processing information by

computer over the Internet comprising steps of: a) storing collected data which includes

a visitor's IP address (col. 6 lines 35-36), and other visitor-related information (col. 4

lines 49-col. 5 lines 17 and Figures 3A and 4), said information provider having stored

therein a visitor's geographical location (i.e. city and state information) (col. 5 lines 11-

17, col. 6 lines 47-62, col. 7 lines 9-28, and Figures 3A and 4).

       Boyd does not teach the information provider storing the latitude and longitude

coordinates of a visitor's geographical location. Dolinar teaches translating address information into coordinates of latitude and longitude (page 1 lines 1-5 and page 2 lines 25-29). It would have been obvious to a person of ordinary skill in the art at the time of the applicant's invention to include the use of latitude and longitude coordinates for indicating a visitor's geographical location to enable the advertisers to determine the precise locations and to establish trends among location data that can be leveraged in business opportunities. For example, if you have opened up a deli and want to send out a flyer to people living within a 1 mile radius of the deli, you can plot the longitude and latitude coordinates of the deli on a map, and draw a 1 mile circle around it, and then the graphic information system will provide will give you the list of names and addresses within that circle that can be turned into mailing labels.

Boyd also does not teach b) and d), separating said collected data into two subsets, a per-advertiser data subset, and a per-site data subset and selectively feeding said per-site data subset to said site-viewpoint applet and said per-advertiser data subset to said advertiser-viewpoint applet. Official Notice is taken that it is well known to separate collect data in two subsets such as per-advertiser and per-site data and to view this data separately on web pages with the use of applets to enable the quick retrieval and display of information for the advertiser and the site manager, since they both may desire to view some different and some overlapping data. *It would have been obvious to one of ordinary skill in the art at the time the invention was made to add the step for separating the data into two subsets and to view this data separately on web pages with the use of applets to help the two interested parties access the data quickly*

and to enable the two parties to gain access to slightly different data. For example, a website administrator for GEindustrial.com may want to know how many new users signed up on the site and the number of hits received by a banner ad posted on the webpage. On the other hand, the advertiser, in this case a product group owner in GE, may want to know how many hits his banner ad received, which customer segment accessed the advertisement most frequently, how long did the user stay on the site, and how many hits turned into leads as determined by the user filling out an request for information form. So, the two parties in this case may want to gain access to some different and some overlapping information about the users and may want to view this data graphically, and if that information is stored in two data sets, it can be accessed and displayed quickly.

Boyd teaches c) transferring to either a web page on said internet or a server, a site-viewpoint applet and an advertiser-viewpoint applet, each applet capable of processing a data subset to display, on a web page as graphs according to geographical locations of Internet visitors (col. 5 lines 11-25 and Figures 4 and 5). Boyd does not specifically teach displaying the data and indicia on a map. Dolinar teaches translating address information into coordinates of latitude and longitude and plotting this information on a map (page 1 lines 1-5 and page 2 lines 25-29). It would have been obvious to a person of ordinary skill in the art at the time of the applicant's invention to plot the geographical information of a visitor's geographical location on a map to enable the advertisers to determine the precise locations and to establish trends among location data that can be leveraged in business opportunities. For example, if you have

opened up a deli and want to send out a flyer to people living within a 1 mile radius of

the deli, you can plot the longitude and latitude coordinates of the deli on a map, and

draw a 1 mile circle around it, and then the graphic information system will provide will

give you the list of names and addresses within that circle that can be turned into

mailing labels.

14.   **Disclaimer:** Claims 12, 13, and 16 were found to be deficient under U.S.C. 112

second paragraph. To the extent the claimed invention was understood, the following

art was applied.

In reference to claim 12, Boyd teaches the method wherein said other visitor-

related information includes (i.e. interpreted to mean consisting of) running totals of

performance data (col. 5 lines 11-17, col. 7 lines 9-23, and Figure 4), a price histogram

that plots the number of ads served at a given price, and a domain name moving "ticker

tape" that displays, in real time, the domain names associated with visitors.

15.   In reference to claim 13, Boyd teaches for use on an Internet private web page

accessible to a user, a method comprising steps of: a) receiving user-specific data

related to visitors of Internet web sites upon which ads have been placed on a public

web page accessible to Internet Web page visitors, said ads having been placed in

accordance with an ad campaign strategy of an advertiser (col. 5 lines 11-34, col. 6

lines 47-65, and col. 7 lines 9-23); said user-specific data including (i.e. interpreted to

mean consisting of) ad impressions, IP addresses of visitors (col. 6 lines 35-36), and

geographical data including locations of IP addresses of said visitors (col. 5 lines 11-17,

col. 6 lines 47-65, col. 7 lines 9-23, and Figures 4 and 5).

Boyd does not teach b) plotting indicia representing ad impressions for a site included in said user-specific data on a map on a said private web page. Dolinar teaches translating address information into coordinates of latitude and longitude and plotting this information on a map (page 1 lines 1-5 and page 2 lines 25-29). It would have been obvious to a person of ordinary skill in the art at the time of the applicant's invention to plot the geographical information of a visitor's geographical location on a map to enable the advertisers to determine the precise locations and to establish trends among location data that can be leveraged in business opportunities. For example, if you have opened up a deli and want to send out a flyer to people living within a 1 mile radius of the deli, you can plot the longitude and latitude coordinates of the deli on a map, and draw a 1 mile circle around it, and then the graphic information system will provide will give you the list of names and addresses within that circle that can be turned into mailing labels.

16.   In reference to claim 16, Boyd teaches a method comprising the steps of: a) receiving enhanced data related to visitors of Internet web sites upon which ads have been placed on a public web page accessible to Internet visitors, said ads having been placed in accordance with an ad campaign strategy of an advertiser (col. 5 lines 11-34, col. 6 lines 47-65, and col. 7 lines 9-23); said enhanced data including (i.e. interpreted to mean consisting of) ad impressions, IP addresses of visitors (col. 6 lines 35-36), and geographical data including locations of IP addresses of said visitors (col. 5 lines 11-17, col. 6 lines 47-65, col. 7 lines 9-23, and Figures 4 and 5); b) separating said enhanced data into user specific data (i.e. separating the data into different reports) (col. 5 lines

11-25); and, c) transferring said user-specific data and a user-viewpoint applet to a

private web page accessible to said user (col. 5 lines 11-25).

Boyd does not teach said user-viewpoint applet capable of plotting indicia

representing ad impressions for a site included in said user-specific data on a map on

said private web page. Dolinar teaches translating address information into coordinates

of latitude and longitude and plotting this information on a map (page 1 lines 1-5 and

page 2 lines 25-29) viewable on a webpage. It would have been obvious to a person of

ordinary skill in the art at the time of the applicant's invention to plot the geographical

information of a visitor's geographical location on a map to enable the advertisers to

determine the precise locations and to establish trends among location data that can be

leveraged in business opportunities. For example, if you have opened up a deli and

want to send out a flyer to people living within a 1 mile radius of the deli, you can plot

the longitude and latitude coordinates of the deli on a map, and draw a 1 mile circle

around it, and then the graphic information system will provide will give you the list of

names and addresses within that circle that can be turned into mailing labels.

17.   In reference to claim 19, Boyd teaches the method wherein said user-specific

data are one of a site-specific data or an advertiser-specific data (col. 5 lines 11-17).

18.   In reference to claim 20, Boyd teaches the method wherein said user-viewpoint

applet is one of a site-viewpoint applet or an advertiser-viewpoint applet (i.e. enables

the viewing of user specific data in HTML format) (col. 5 lines 11-25).

Response to Arguments

19.   After careful review of Applicant's remarks/arguments filed on 04/24/2006, the

Applicant's arguments with respect to claims 1-6 and 8-20 have been fully considered but are moot in view of the new ground(s) of rejection. Amendments to the to the claims have been entered and considered.

Conclusion

20.   The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

A)   Glommen et al, US 6,766,370, discloses the HitBox method.

B)   Merriman et al, US 5,948,061, discloses methods and apparatuses for targeting the delivery of advertisements over a network such as the Internet. Statistics are compiled on individual users and networks and the use of the advertisements is tracked. Merriman also discloses the use of standard database techniques to generate any desired reports with respect to tracking ad impressions. For example, reports showing the number of viewings and click throughs of various advertisements as well as reports showing the click through rates relative to certain matching criteria such as user-related geographic location, time zone, country, domain type, Internet service provider, etc.

C)   Parekh et al, US 6,757,740, discloses systems and methods for determining collecting and using geographic locations of Internet users.

21.   Any inquiry concerning this communication or earlier communications from the examiner should be directed to Namrata (Pinky) Boveja whose telephone number is 571-272-8105. The examiner can normally be reached on Mon-Fri, 8:30 am to 5:00 pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's

supervisor, Eric Stamber can be reached on 571-272-6724. The **CENTRAL FAX** phone

number for the organization where this application or proceeding is assigned is **571-**

273-8300.

Information regarding the status of an application may be obtained from the

Patent Application Information Retrieval (PAIR) system. Status information for

published applications may be obtained from either Private PAIR or Public PAIR.

Status information for unpublished applications is available through Private PAIR only.

For more information about the PAIR system, see http://pair-direct.uspto.gov. Should

you have questions on access to the Private PAIR system, contact the Electronic

Business Center (EBC) at 1866-217-9197 (toll-free).

N.B.

June 23rd, 2006

RAQUEL ALVAREZ
PRIMARY EXAMINER